

UNIVERSITI TEKNOLOGI MARA

**FACTORS INFLUENCING MOTIVATION AND
COMMITMENT OF VOLUNTARY
PARTICIPATION IN THE MULTICULTURAL
EVENTS AND SELF-SATISFACTION**

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AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any other degree qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

Human resource is an important element in managing any successful event involving committed personnel that is willing to go a step beyond, have high level of desire to serve others and possess certain level of motivation. However, the uncertainty of economic development and the certainty needs of human labour is becoming a major concern. To cut cost, unpaid labours or volunteers' with high level of commitment is used to deliver successful event and currently becoming an increasingly important component in human resource management to achieve certain business strategies. Hence, this study investigates the factors influencing motivation and commitment of voluntary participation in the multicultural events and their self-satisfaction. A random survey on 1,500 participants that volunteered to be part of the performing management team was conducted with a net response rate of 47.27%. The result showed that motivation and commitment factors, as well as commitment and self-satisfaction have a significant (positive) relationship and effect on volunteers' participation. Meanwhile, the result depicts that there was no significant differences in motivation among the volunteers with different demographic profile except for gender, race and religion. Based on these findings, it is hoped that this study will further enhance knowledge in the human resources field and training. With respect to volunteers' commitment to be involved in an event, awareness towards quality enhancement and cost reduction through the use of the volunteers is hoped to be able to geared future volunteers' programmes towards the development of a better planning, implementation, and evaluation process.

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Sulaiha Binti Mohd Isa

CHAPTER ONE

INTRODUCTION

1.1 INTRODUCTION

This chapter introduces, presents and justifies the research undertaken. It initiates the nature of the tourism industry and an in-depth discussion on events with a major focus towards the Colours of Malaysia multicultural event. This is followed by a discussion on volunteers as part of the human resource requirements, motivation theories and factors that relates to the reason for involvement, as well as their commitment and satisfaction towards participation in an organization. Next, the problem statement is highlighted leading to the purpose which leads into the research objectives and research questions of this study. In conjunction with this, a framework of the study is illustrated. The scope and significance of the study and outlines of the thesis are presented in the last section of this chapter as a potential contribution of research to the lists of existing body of knowledge. Lastly, this chapter provides explanation of terms used and presents the outline of the thesis.

1.2 TOURISM INDUSTRY

Tourism is “an activity of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes that are different from the exercise of an activity remunerated from within the place visited” (Goeldner, McIntosh and Ritchie, 2000, p.16). In the early years of the millennium, this industry is anticipate to become the world’s biggest industry due to the increment number of people travelling in their own countries and exploring new destinations abroad (Youell, 2000).

In the early 1990’s, the tourism industry in Malaysia has grown by leaps and bounds despite being a relatively late entrant as a big time tourism player . Although it had earlier shown slower growth on the country’s economy, strong expansion of tourism destinations continues to develop in most emerging countries and hence become a growing source of international visitors . This indicates that the travel